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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

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No. 31

FOOD FIGHTS FOR FREEDOM

National Organizations Roll FFFF Ball...The Grapevine Extra put out by the National USO of the YWCA carries, the Food Fights for Freedom story. The Woman's Press of the National YWCA also carried an article on the campaign urging local YWCA's throughout the country to cooperate. Hadassah is publishing an article on FFFF in their November house organ. The National Jewish Welfare Board is asking its local units to cooperate through their publication "Between the Issues". The Methodists sent out a special letter to all of their Christian Service groups asking that they call attention to the campaign in their special celebration of November 11. The Business and Professional Women are including two major articles on the campaign in their November "Independent Woman", as well as editorial comment. The National Council of Jewish Women is devoting a good part of its November "Social Welfare Bulletin", which is its key program bulletin, to the campaign. Reports of other examples of splendid, timely cooperation by the major national organizations are flowing in day by day.

Atlanta FDA Regional Office Reports.....that orders for FFFF material are rolling in, delivery keeping pace. Records are being kept to provide weekly reports on county orders to State Nutrition Chairmen, State FDA Supervisors, State Defense Council Chairmen and regional offices of OCD and OPA. Seems that in Georgia the State Food Committee is systematically stimulating counties, in Kentucky State groups are especially active, and North Carolina is going great guns.

Other States where community orders are rolling include Virginia, Alabama, South Carolina, Mississippi.

From the volume of the orders, it looks like the "Quiz Sheet" has rung the bell and will be a mighty popular number.

Ninth Civilian Defense Region Reports. Our first indication that the campaign was to be well received was when the State Defense Councils all requested sufficient copies of the Mobilization Guide so that they could send a copy to each of their local defense councils...Regional offices of FDA and OPA in San Francisco have distributed their copies....We can report good organizational progress in the most populous States in the Region.

Hog Marketing and Prices: "Orderly marketing of hogs is imperative if we are to avoid a collapse of our marketing, processing, and distribution machinery. It is entirely probable that during December and January the number of hogs offered for sale will exceed the capacity of plants to handle them. It is also probable that transportation facilities may be inadequate to move all hogs to market when they are offered for sale." This quote is from WB Memo 449, Prod. 61, of October 23. This problem clearly calls for solid information support of the program outlined in the memo.

Feed Future... Farmers are urged to keep records...to keep tab on their feeding operations to cut down the feed waste through inefficient feeding.

Dr. D. A. Fitzgerald, Deputy Director of Food Production, in speaking before a meeting of New England feed men (see USDA 915-44) said, "Twenty-eight percent more feed concentrates were fed in '42-'43 than in '41-'42, whereas the increase in livestock production was less than 13 percent...The quantity of feed--three-fourths of a ton--used to produce a unit of livestock products in 1942-43 was the largest since 1930. The nearest approach to this was in 1932-33 when feed was wastefully used because the supply was abundant and the prices extremely low. There was a time, as in 1934-35, when a half a ton of concentrates produced as much of live stock products as three-fourths of a ton produced in '42-'43.....We believe that by efficient use of the available feed supply, and reasonable success in distributing it, we can attain our production goals for 1944."

FACTS YOU SHOULD KNOW SERIES.....OPA background publications on rationing and some of the commodities in short supply will soon be distributed to agencies which have requested them. These are designed to answer the questions most frequently raised by consumers.

"Rationing"--a handbook on the use of the new tokens in ration buying will be off the press next week.

"Price Control", "Gasoline", and "Butter", are completed and ready for distribution--should reach the field shortly.

"Milk", and "Meat" are now in clearance. "Coal" is in preparation.

In addition to the background pieces for agency personnel, farmers' leaflets on all these subjects will be sent through Extension Service to all farmers generally and are scheduled to be shipped next week.

Making' More Money--Cash income from farm marketings for the month of September was up about 10 percent over August and amounted to 1,943 million dollars. This is a 12 percent advance over September of 1942. Most of the increase was due to receipts from cotton and cottonseed, tobacco, fruits and nuts, and meat animals. Government payments in September were 57 million dollars compared with 78 million for August '43. See BAE's The Farm Income Situation for October, to be released today.

FARM AND HOME HOUR

Monday - November 8: Wallace Kadderly and Dale B. Jacques, FSA, "Flood Loans To Help Farmers Meet 1944 Food Goals."

Tuesday - November 9: Cancelled for talk by President Roosevelt

Wednesday - November 10: (From New York) Mrs. Hy W. Burton, Philadelphia Council of Defense, "One Way to Make Food Fight"

Thursday - November 11: Ruth Van Deman and Wallace Kadderly, "Make the Most of the Thanksgiving Bird."
UNCLE SAM'S FOREST RANGERS

Friday - November 12: Food Fights for Freedom # 3 (By ET) Paul E. Johnson, Sr., farmer, Johnston County, North Carolina; Lawry W. Churchill, farmer, Westmoreland, Cheshire County, New Hampshire; and (live) Wallace L. Kadderly, "My Farm Was In Shape".

CONSUMER TIME

Roy F. Hendrickson, Director of Food Distribution, War Food Administration, will be the guest of CONSUMER TIME November 13 (12:15 ETT, NBC stations). The broadcast, titled "Hunger Quits School" will deal with the nationwide School Lunch Program.

There'll be a pair of contrasting, dramatic sequences...typical of those that might be found in School Lunch Programs throughout the United States. Following these sketches, Mr. Hendrickson will discuss the over-all aspects of school lunches.

This is a program which you will want to bring to the attention of Parent-Teachers' Associations...and similar organizations. The U. S. Office of Education and the National Educational Association are both highlighting the program in their publications and bulletins. Local tie-ins with either or both of these groups may be practical in your area.

Negro Colleges Help Plan Production---Negro farmers will be given first-hand information on the '44 Goals and how to meet them at a series of farm meetings to be held at Negro Colleges offering courses in Agriculture. The meetings are scheduled from December to late March of next year.

OFF THE PRESS..."Negro Farmers in Wartime Food Production", No. 6 of The Farmer and the War Series. Here's the story of the contribution of 681,000 colored farmers who are operating 30 million acres of farmland to the nation's war food production effort.

HOME FRONT PLEDGE CAMPAIGN..... Episode 14

SALUTE TO:

Montgomery, Alabama ---- for its follow-up of the initial Home Front Pledge Campaign activities with a second house-to-house canvass conducted by Block Leaders to be sure that no housewives miss the chance to sign the Home Front Pledge.

Ransom County, North Dakota ---- for the splendid cooperation of the fraternal, civic, church, and school organizations in helping their Community Service Member of the Local War Price and Rationing Board conduct a successful home front pledge campaign. It is a mark of genuine rural cooperation.

Harrisburg, Pennsylvania ---- where the Home Front Pledge Campaign was launched by the Mayor, Howard E. Milliken, signing the first pledge. Volunteers stationed at school sites during the registration days for War Ration Book IV met with enthusiastic responses from thousands of Home Front Pledge signers.

San Jose, California ---- where the Retail Merchants Association has given full support to the Home Front Pledge Campaign. Its cooperation has been given through advertising and display of the pledge insignia, and through the securing of pledge signatures from merchants and consumers.

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Chester Bowles, head of O.P.A., reporting to the nation on the progress of OPA's Home Front Pledge Campaign, announced that more than 12,000,000 pledges already have been signed in the citizen's battle to kill black markets and hold the line against higher prices.

"The Home Front Pledge Campaign has given the housewife as well as every other citizen, in and out of business-for-himself, something specific to do to hold the line on prices," Mr. Bowles said.

"Inflation is everybody's enemy, and there's no use fighting it anywhere unless we're willing to fight it personally and for ourselves. The Home Front Pledge Campaign is being put over everywhere by the folks at home, and I'm sure we'll see definite constructive results."

AGAIN...Don't neglect to send in those
FOOD FIGHTS FOR FREEDOM success stories.
We want some human interest yarns
the kind that pack a punch....here's a
chance to tell the country what you are
doing to make Food Fights for Freedom!